



CES 2018: Announcing Trae, a new brand who believes in a better way of driving innovation, and making great things.

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Trae is a team of friendly design and engineering geeks with serious addictions to cool toys and new technology.

Trae is an experimental start up obsessed with creating amazing products, and against the rapid commoditization of goods. Trae doesn't believe in innovation driven by market data spreadsheets and consumer research. Instead, the team lets the inspiration of the moment guide them to create products that they want to use in their lives, with the hope that many other people will feel the same way about whatever they come up with.

Head of Products Chadi Ghanem noted: 'We love going wow, it's one of our favorite things. So, we challenge ourselves to create emotion where it's unexpected, and we strive to do so by pushing the boundaries of design engineering, all while championing new technology, in a people friendly way'.

Their first lines of products are focused around precision crafted OLED and LED desk lamps, packed with a bunch of cool tech, creating ultimate lighting solutions for homes and offices.

Trae has revealed three lines of LED and OLED lamps for 2018:

- First, the Color Touch family, eight LED lamps boasting abstract and artistic designs, loaded with personality, and soft to the touch, will be launching in February on Amazon. Select models will have wireless charging or USB Charging Ports. Prices will range from \$49.99 to \$149.99.
- Next, the avant-garde Metal in Motion series, starring six LED lamps defined by total motion control technology, signature full flex 'memory metal' hinges, and USB Charging ports, will be launching in Spring 2018. Prices will range from \$149.99 - \$249.99.
- Also in spring, Trae will be bringing to market their highest end lighting products, two masterpieces of technology and design: super thin, apple-esque aluminum structures, ultra- premium LG OLED Panels, and wireless charging on the flagship piece. Prices will range from \$349.99 - \$449.99.

Trae believes that by making lamps more desirable, they can help accelerate the global transition to more sustainable lighting solutions. As we all know by now, switching from conventional lighting technologies to OLED and LED lighting is one of the easiest ways to help reduce our carbon footprint, and contribute to a better, healthier, Planet Earth.

We have already started changing our light bulbs to LED's- to help mother nature, save energy, save money- which is great, but not enough people have upgraded the lamps around their homes and offices yet. LED is still growing, and will not slow down anytime soon. And OLED is right behind, catching up at a rapid pace. Much more energy can and will be saved.

But why start with lamps?

Head of Products Chadi Ghanem also noted: 'Well, take almost anything, add a bulb, and you have yourself a lamp. Lamps are one of those awesome products that we need and use every day that could potentially take on any shape or form imaginable. It was only natural for Trae's first product line to be of something that allowed us to fully express our creativity with zero limitations, and come up with some unique and gorgeous design concepts, loaded with modern and practical tech.'

